Serial No.: 10/541,404
Attorney Docket No.: NL 030 025 US
Reference No.: 40160/10901

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

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In re Application of:	
Panje	
Serial No.: 10/541,404	Group Art Unit: 2617
Filed: July 1, 2005	Examiner: Khai Minh Nguyen
For: METHOD OF OBTAINING AND LINKING POSITIONAL INFORMATION TO POSITION SPECIFIC MULTIMEDIA CONTENT	**Board of Patent Appeals and Interferences**
Conf. No.: 6646	

Mail Stop: Appeal Brief – Patents
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Alexandria, VA 22313-1450

APPEAL BRIEF UNDER 37 C.F.R. § 41.37

In support of the notice of appeal filed on June 8, 2007, and pursuant to 37 C.F.R. § 41.37, Appellant presents this Appeal Brief in the above-captioned application.

This is an appeal to the Board of Patent Appeals and Interferences from the Examiner's final rejection of claims 1-21 in the Final Office Action dated March 8, 2007. The appealed claims are set forth in the attached Claims Appendix.

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PAGE 4/5 * RCVD AT 9/4/2007 3:13:23 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-5/12 * DNIS:2738300 * CSID:12126190276 * DURATION (mm-ss):03-00

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1. Real Party in Interest

This application is assigned to Philips Electronics North America Corporation, the real party in interest.

2. Related Appeals and Interferences

There are no other appeals or interferences that would directly affect, be directly affected, or have a bearing on the instant appeal.

3. Status of the Claims

Claims 1-21 have been rejected in the Final Office Action. The final rejection of claims 1-21 is being appealed.

4. Status of Amendments

All amendments submitted by Appellant have been entered.

5. Summary of Claimed Subject Matter

The present invention, as recited in independent claim 1, relates to a method of obtaining position information of a mobile phone carrier and linking said position information to position specific multimedia content of a multimedia device. The method comprises obtaining (119) position information of a mobile phone (103) of the mobile phone carrier based on a position detection of the mobile phone (103). (See Specification, p. 6, ll. 5-17; Fig. 1.) The method further comprises linking (121) the mobile phone (103) position information to said position specific multimedia content at a WAP portal. (See id., p. 6, ll. 18-25; Fig. 1.)

The present invention, as recited in independent claim 11, relates to a system for obtaining position information of a mobile phone carrier and linking said position information to position specific multimedia content of a multimedia device. The system comprises means for obtaining (119) position information of a mobile phone (103) of the mobile phone carrier based on a position detection of said mobile phone (103). (See id., p. 6, ll. 5-17; Fig. 1.) The system further comprises means for linking (121) the mobile phone (103) position information to said position specific multimedia content at a WAP portal. (See id., p. 6, ll. 18-25; Fig. 1.)